

## CLAIMS

1. A method to generate a display, on a display device, representing venture capital investments in a plurality of industries, comprising:

allocating a plurality of portions of the display device to correspond to a plurality of separate industries;

allocating a sub-portion of each portion to a sub-industry of the industry to which that portion corresponds; and

within the sub-portion, displaying a shape for each VC portfolio company in that sub-industry, wherein the shapes are arranged in a spiral, including determining the spatial relationship among the shapes in the spiral based on a particular characteristic associated with the VC portfolio companies.

2. The method of claim 1, wherein:

the step of allocating a sub-portion of each portion includes allocating a plurality of sub-portions, each sub-portion allocated to a separate sub-industry of the industry allocated to that portion.

3. The method of claim 2, wherein:

the step of allocating the plurality of sub-portions includes arranging the sub-portions according to a characteristic of the sub-industries to which the sub-portions are allocated.

4. The method of claim 1, wherein:

the particular characteristic is a first particular characteristic; and  
the shape displaying step includes displaying each shape with an indication of a second particular characteristic.

5. The method of claim 4, wherein:

the first particular characteristic is an amount of time since the VC portfolio company was seeded; and

the second particular characteristic is total VC investment for that company as of a particular time.

6. The method of claim 5, further comprising:

changing the particular time; and

modifying the display to account for the second particular characteristic as of the changed particular time.

7. The method of claim 6, further comprising:

changing the particular time based on input from a user.

8. The method of claim 7, further comprising:

displaying a user interface element indicating the particular time; and

receiving the changed particular time from a user via the user interface element.

9. The method of claim 4, wherein the indication with which each shape is displayed in the shape displaying step includes color.

10. The method of claim 4, wherein:

the first particular characteristic is an amount of time since a particular event occurred with respect to the VC portfolio company; and

the second particular characteristic is as of a particular time.

11. A method to generate a display, on a display device, representing objects in a plurality of categories, comprising:

allocating a plurality of portions of the display device to correspond to a plurality of separate categories;

allocating a sub-portion of each portion to a sub-category of the category to which that portion corresponds; and

within the sub-portion, displaying a shape for each object in that sub-category, wherein the shapes are arranged in a spiral, including determining the spatial relationship among the shapes in the spiral based on a particular characteristic associated with the objects.

12. The method of claim 11, wherein:

the step of allocating a sub-portion of each portion includes allocating a plurality of sub-portions, each sub-portion allocated to a separate sub-category of the category to which that portion is allocated.

13. The method of claim 12, wherein:

the step of allocating the plurality of sub-portions includes arranging the sub-portions according to a characteristic of the sub-categories to which the sub-portions are allocated.

14. The method of claim 11, wherein:

the particular characteristic is a first particular characteristic; and

the shape displaying step includes displaying each shape with an indication of a second particular characteristic.

15. The method of claim 14, wherein:

the first particular characteristic is an amount of time since a particular event occurred with respect to the object; and

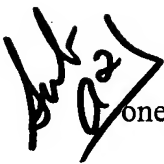
the second particular characteristic is as of a particular time.

16. The method of claim 15, further comprising:  
changing the particular time; and  
modifying the display to account for the second particular characteristic as of  
the changed particular time.

17. The method of claim 16, further comprising:  
changing the particular time based on input from a user.

18. The method of claim 17, further comprising:  
displaying a user interface element indicating the particular time; and  
receiving the changed particular time from a user via the user interface  
element.

19. The method of claim 14, wherein the indication with which each shape is  
displayed in the shape displaying step includes color.

 20. A method to generate a display, on a display device, representing at least  
one venture capital firm, comprising:  
a) allocating a plurality of portions of the display to correspond to a plurality  
of separate time segments;  
b) at each of the plurality of portions, displaying an indication of a value of a  
characteristic of the at least one VC firm for the time segment to which that portion  
corresponds

21. The method of claim 20, wherein:  
the characteristic includes a return on investment measurement for the VC  
firm.

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22. The method of claim 20, wherein:  
the step of displaying an indication of a value of a characteristic of the venture capital firm includes displaying a rectangle having a length based on the value of the characteristic.

23. The method of claim 22, wherein:  
the characteristic includes return on investment.

24. The method of claim 22, wherein:  
the characteristic is a first characteristic;  
the method further comprises displaying the rectangle with a color based on a second characteristic of the venture capital firm.

25. The method of claim 20, wherein:  
the step of displaying an indication of a value of a characteristic of the corresponding venture capital investments includes displaying a shape having a color based on the value of the characteristic.

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26. The method of claim 20, wherein:  
the plurality of portions are first portions, and the at least one venture capital investment firm is a first venture capital firm; and  
the method further comprises  
allocating a plurality of second portions of the display to correspond to the plurality of time segments; and  
at each of the plurality of second portions, displaying an indication of a value of the first characteristic of at least one second venture capital firm in the time segment to which that second portion corresponds.

27. The method of claim 26, wherein the first portion corresponding to a particular one of the time segments is adjacent to the second portion corresponding to the particular one of the time segments.

28. A method to generate a display, on a display device, representing at least one object, comprising:

- a) allocating a plurality of portions of the display to correspond to a plurality of separate ranges of a first characteristic;
- b) at each of the plurality of portions, displaying an indication of a value of a second characteristic of the at least one object for the range, of the first characteristic, to which that portion corresponds.

29. The method of claim 28, wherein:  
the first characteristic includes time.

30. The method of claim 28, wherein:  
the step of displaying an indication of a value of the second characteristic of the object includes displaying a rectangle having a length based on the value of the second characteristic.

31. The method of claim 30, further comprising:  
displaying the rectangle having a color based on the value of a third characteristic of the object.

32. The method of claim 27, wherein:

the step of displaying an indication of a value of the second characteristic of the corresponding object includes displaying a shape having a color based on the value of the second characteristic.

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33. The method of claim 27, wherein:

the plurality of portions are first portions, and the at least one object is a first object; and

the method further comprises

allocating a plurality of second portions of the display to correspond to the plurality of separate ranges of the first characteristic; and

at each of the plurality of second portions, displaying an indication of a value of the second characteristic of at least one second object in the range of the first characteristic to which that second portion corresponds.

34. The method of claim 33, wherein the first portion corresponding to a particular one of the time segments is adjacent to the second portion corresponding to the particular one of the time segments.

35. A method to generate a display, on a display device, representing venture capital investments, comprising:

generating a plurality of first shapes on the display, wherein each first shape indicates a number of associated venture capital firms having a value of a first particular characteristic within a range of values that correspond to that first shape;

within each first shape, generating a second shape for at least some of the venture capital firms associated with that first shape, wherein each second shape indicates a value of a second particular characteristic of that venture capital firm.

36. The method of claim 35, wherein:

the first shapes are rectangles; and  
the second shapes are rectangles.

37. The method of claim 35, wherein:  
the first shapes are rectangles; and  
each first shape indicates the number of associated venture capital firms by  
the length of that rectangle.

38. The method of claim 35, wherein:  
the second shapes are rectangles; and  
each second shape indicates the value of the second particular characteristic  
by the length of that rectangle.

39. The method of claim 36, wherein:  
each first shape indicates the number of associated venture capital firms by  
the length of the rectangle that is that first shape;  
each second shape indicates the value of the second particular characteristic  
by the length of the rectangle that is that second shape; and  
the lengths of the rectangles that are the second shapes are perpendicular to  
the lengths of the rectangles that are the first shapes.

40. The method of claim 38, wherein:  
the second shape indicates a third particular characteristic of that venture  
capital firm by the color of the second shape.

41. A method to generate a display, on a display device, representing objects,  
comprising:



generating a plurality of first shapes on the display, wherein each first shape indicates a number of associated objects having a value of a first particular characteristic within a range of values that correspond to that first shape;

within each first shape, generating a second shape for at least some of the objects associated with that first shape, wherein each second shape indicates a value of a second particular characteristic of that object.

42. The method of claim 41, wherein:

the first shapes are rectangles; and  
the second shapes are rectangles.

43. The method of claim 41, wherein:

the first shapes are rectangles; and  
each first shape indicates the number of associated objects by the length of that rectangle.

44. The method of claim 43, wherein:

the second shapes are rectangles; and  
each second shape indicates the value of the second particular characteristic by the length of that rectangle.

45. The method of claim 41, wherein:

each first shape indicates the number of associated objects by the length of the rectangle that is that first shape;

each second shape indicates the value of the second particular characteristic by the length of the rectangle that is that second shape; and

the lengths of the rectangles that are the second shapes are perpendicular to the lengths of the rectangles that are the first shapes.

46. The method of claim 45, wherein:

the second shape indicates a third particular characteristic of that object by the color of the second shape.

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